

FROM THE MAGAZINE RACK NO. 97
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A BUSINESS BRAND OF PUBLIC INTEREST LAW (BUSINESS WEEK)
ADVERTISING: COOLING OFF THE TUBE (NEWSWEEK)
RUSSIAN ROCK SCALES THE IRON CURTAIN (ROLLING STONE)

ANNCR: HERE IS _____ WITH... FROM THE MAGAZINE RACK ...
VOICE OF AMERICA SUMMARIES OF ARTICLES ON TIMELY TOPICS
FROM AMERICAN MAGAZINES. TODAY FROM BUSINESS WEEK LAW
FIRMS WITH A DIFFERENT VIEW OF PUBLIC INTEREST; FROM
NEWSWEEK A REPORT ON VIOLENCE ON AMERICAN TELEVISION
AND FROM ROLLING STONE, THE ROCK MUSIC MAGAZINE, A
REPORT ON FOUR YOUNG SOVIET ROCK MUSICIANS AT HOME NOW
IN SAN FRANCISCO.

REPORTER: DURING THE PAST DECADE SO-CALLED PUBLIC INTEREST LAW
FIRMS HAVE WAGED LEGAL WAR ON BEHALF OF INDIVIDUALS
AGAINST WHAT THEY PERCEIVE TO BE THE EXCESSES OF PRIVATE
BUSINESS AND GOVERNMENTS IN THE UNITED STATES. EXAMPLES
OF THE KINDS OF CASES PUBLIC-INTEREST LAWYERS TAKE ON
ARE: SUING AIRLINES ON BEHALF OF STEWARDESSES DISMISSED
FOR WEIGHING MORE THAN STANDARDS SET BY THE CARRIERS;
ATTEMPTING TO BLOCK CONSTRUCTION OF THE TRANS-ALASKA
PIPE LINE ON BEHALF OF ENVIRONMENTALISTS; SUING
GOVERNMENT AGENCIES FOR CONDUCTING PUBLIC BUSINESSES
IN SECRET; AND TAKING CORPORATIONS TO COURT TO END
SEXUAL DISCRIMINATION AGAINST EMPLOYEES.

BUT THE CURRENT ISSUE OF BUSINESS WEEK SAYS "PUBLIC
INTEREST " DOES NOT HAVE A SINGLE MEANING, AND MANY
AMERICAN CORPORATIONS ARE DISCOVERING THE SAME KINDS

REPORTER: OF LEGAL TACTICS ALSO CAN BE USED TO TAKE POSITIONS
(CONT'D)

FRIENDLY TO BUSINESS. THE MAGAZINE CONTNUES:

VOICE: "IN BOSTON, FOR EXAMPLE, THE NEW ENGLAND COUNCIL, A REGIONAL, BUSINESS ASSOCIATION, IS FORMING THE NEW ENGLAND LEGAL FOUNDATION, A NONPROFIT GROUP THAT IS NOW SEEKING FUNDS FROM BANKS, INDUSTRY, LAW FIRMS, AND UNIONS. THE FOUNDATION WILL HIRE SALARIED LAWYERS TO LITIGATE FROM A BUSINESS PERSPECTIVE A BROAD RANGE OF ISSUES IN ENERGY, ENVIRONMENTAL, TECHNOLOGICAL, AND RELATED FIELDS. THE N-E-C'S DIRECTOR, EDWARD J. KING SAYS THAT THE FOUNDATION WILL NEED FROM ONE HUNDRED TWENTY FIVE THOUSAND TO A QUARTER OF A MILLION DOLLARS INITIALLY AND THAT PART OF THIS HAS ALREADY BEEN PLEDGED. 'SUPPORT HAS BEEN VERY GOOD,' HE SAYS."

REPORTER: SIMILAR KINDS OF ASSOCIATIONS ARE BEING ESTABLISHED IN OTHER MAJOR CENTERS OF COMMERCE SUCH AS ATLANTA, CHICAGO, KANSAS CITY AND SAN ANTONIO. BUSINESS WEEK SAYS THE LONG RANGE EFFECT OF THESE NEW KINDS OF PUBLIC INTEREST LAW FIRMS, FINANCED ALMOST ENTIRELY BY CORPORATIONS, IS HARD TO DETERMINE. THE MAGAZINE CITES THE EXPERIENCE OF THE PACIFIC LEGAL FOUNDATION ONE OF THE FOUNDERS OF THE NEW APPROACH. BUSINESS WEEK REPORTS:

VOICE: "THE P-L-F PARTICIPATED IN A FINAL HEARING THIS YEAR BEFORE TRANSPORTATION SECRETARY WILLIAM T. COLEMAN JUNIOR, ARGUING THAT THE SUPERSONIC CONCORDE AIRPLANE SHOULD BE PERMITTED TO FLY IN THE U-S. IN 1974 WHEN A

VOICE: COALITION OF ENVIRONMENTAL GROUPS SUED TO BAR THE
(CONT'D) CONSTRUCTION OF THE U-S NAVY'S NEW TRIDENT ATOMIC
SUBMARINE BASE IN BANGOR, WASHINGTON, THE P-L-F
INTERVENED ON BEHALF OF THE NAVY AND THE DEFENSE DEPART-
MENT. ITS POSITION WAS THAT THE LITIGATION THREATENED
ONE OF THE NATION'S HIGH-PRIORITY DEFENSE SYSTEMS."

REPORTER: THE P-L-F WON THAT DECISION LAST YEAR WHEN A FEDERAL
JUDGE DISMISSED THE CASE. THE ORGANIZATION'S LEGAL
DIRECTOR, RONALD ZUMBRUN SAYS THE P-L-F BELIEVES IT
REPRESENTS IN SUCH LITIGATION THE MAINSTREAM OF THOUGHT
IN THE COUNTRY. MR. ZUMBRUN SAYS:

VOICE: "WE SUPPORT THE FREE ENTERPRISE SYSTEM AND THE
TRADITIONAL CONCEPTS OF PERSONAL PROPERTY AND COMPETITION."

REPORTER: THE P-L-F SAYS IT HAS ENTERED MORE THAN FORTY-FIVE
OP
CASES AND OF THE THIRTY-THREE CASES THAT HAVE COME
TO JUDGEMENT, THE P-L-F, ACCORDING TO MR. ZUMBRUN, HAS
WON TWENTY-NINE. /

BUT THERE HAS BEEN CRITICISM THAT THE CORPORATE
CONTRIBUTORS TO SUCH LAW FIRMS HOLD TOO MUCH INFLUENCE
OVER THE CASES THEY TAKE.

VOICE: "THOMAS J. GRAFF, WEST COAST COUNSEL FOR THE ENVIRONMENTAL
DEFENSE FUND, SAYS THAT 'THE P-L-F VIEWS ARE CONSISTENT
WITH THOSE OF THEIR CORPORATE CONTRIBUTORS.' ON MANY
ISSUES SUCH AS SEX DISCRIMINATION, MR. GRAFF ASSERTS
THAT THE P-L-F'S POSTURE IS 'INDISTINGUISHABLE FROM
THAT OF BUSINESS.'"

REPORTER: IN RESPONSE TO SUCH CHARGES, THE P-L-F'S RONALD ZUMBRUN SAYS THERE IS MORE THAN A SINGLE ISSUE INVOLVED IN MOST OF THE CASES THEY WORK ON. BUSINESS WEEK QUOTES MR. ZUMBRUN:

VOICE: "!!...!!! THE TRIDENT SUBMARINE CASE...THE P-L-F INTERVENED NOT TO ENSURE THAT DEFENSE CONTRACTORS GOT HEFTY CONTRACTS BUT TO VOICE AN INDEPENDENT ARGUMENT ON BEHALF OF THE PUBLIC ABOUT THE IMPORTANCE OF NATIONAL DEFENSE AND JOBS."

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REPORTER: GROWING NUMBERS OF AMERICANS ARE BECOMING INCREASINGLY ALARMED AT WHAT THEY BELIEVE IS THE EXCESSIVE AMOUNT OF VIOLENCE ON AMERICAN TELEVISION. FOR MANY YEARS THE CRIES OF ALARM FELL ON DEAF EARS. BUT NEWSWEEK MAGAZINE REPORTS THAT THE TIDE NOW IS CHANGING AND MANY PEOPLE WHO ONCE THOUGHT VIOLENCE ATTRACTED THE LARGE AUDIENCES DESIRED BY ADVERTISERS ARE HAVING SECOND THOUGHTS. THE MAGAZINE CITES THE EXPERIENCE OF ONE LARGE AMERICAN ADVERTISING FIRM:

VOICE: "TED BATES AND COMPANY HAS REPORTED THAT SEVERAL OF ITS CLIENTS WERE DIRECTING THE AGENCY NOT TO BUY ADVERTISING TIME ON SHOWS WITH 'GRATUITOUS VIOLENCE' AND THE NATIONAL CITIZENS COMMITTEE FOR BROADCASTING HAS ISSUED A 'VIOLENCE INDEX' THAT RATES SHOWS AND SPONSORS."

REPORTER: ONE MAJOR ADVERTISING EXECUTIVE SAYS THE ANTI-VIOLENCE MOVEMENT IS PICKING UP MOMENTUM, SIMPLY BECAUSE OF THE GROWING BELIEF THAT TELEVISED VIOLENCE ANTAGONIZES

REPORTER: SOME VIEWERS. NEWSWEEK CITES THE EXPERIENCE OF ANOTHER
(CONT'D)

ADVERTISING AGENCY:

VOICE: "...J. WALTER THOMPSON, THE COUNTRY'S LARGEST ADVERTISING
AGENCY, HAS PREPARED A PILOT STUDY SHOWING THAT EIGHT
PER CENT OF THE CONSUMERS IT SURVEYED HAD BOYCOTTED
PRODUCTS ADVERTISED ON VIOLENT SHOWS, WHILE TEN PER CENT
MORE HAD CONSIDERED DOING SO. /THE AGENCY HAS TAKEN A

OP
T
FORTY-MINUTE COMMERCIAL AGAINST MEDIA VIOLENCE ON THE
ROAD FOR THE PAST YEAR, SHOWING IT TO CLIENTS AND
ADVERTISING CLUBS. 'IF THE PROGRAMMING YOU SPONSOR
PUTS ITS STAMP OF APPROVAL ON MURDER, HATRED, DOPE AND
MORE,' ARCHA KNOWLTON OF GENERAL FOODS, TOLD AN
ADVERTISING MEETING LAST WEEK, 'IT WILL BE A LOT HARDER
TO MAKE A NEW SALE.' /

REPORTER: BUT, ACCORDING TO NEWSWEEK, THE GROUNDSWELL OF OPPOSITION
TO T-V VIOLENCE HASN'T HAD MUCH OF AN EFFECT ON
OVERALL NETWORK PROGRAMMING. ALL THREE MAJOR COMMERCIAL
NETWORKS' FALL SCHEDULES ARE SOLD OUT, AND EVEN THE
MOST VIOLENT PROGRAMS HAVE SPONSORS. THE NETWORKS
SAY THEY HAVE REDUCED THE AMOUNT OF TELEVISED VIOLENCE.
YET CRITICS SAY THAT DURING A TYPICAL HOUR OF SO-CALLED
"ACTION" PROGRAMS, VIEWERS CAN EXPECT TO SEE AN
AVERAGE OF FOUR POINT FOUR ACTS OF VIOLENCE SUCH AS
GUNFIGHTS OR FISTFIGHTS.

VOICE: "IF THAT IS TO CHANGE, THE ANTIVIOLENCE CAMPAIGN MUST CLEAR
SEVERAL HURDLES. VIOLENCE, LIKE BEAUTY, IS OFTEN IN THE
EYE OF THE BEHOLDER AND BETTER DEFINITIONS ARE NEEDED.

VOICE: (CONT'D) THOUGH A GUNFIGHT IS UNDENIABLY VIOLENT, IS A SLAP IN THE FACE? OR A CAR CHASE?"

REPORTER: AS A RESULT, SOME ADVERTISERS WON'T BUY TIME ON CERTAIN PROGRAMS THAT FEATURE CERTAIN KINDS OF VIOLENCE -- BUT WILL ON OTHERS. GILLETTE COMPANY, A RAZOR BLADE MANUFACTURER, WON'T BUY TIME ON PROGRAMS THAT SHOW KNIVES, DAGGERS OR CLUBS, BUT WILL ADVERTISE ON PROGRAMS WHERE GUNS ARE USED. SOME OF THE ADVERTISERS SAY THE INDEX WHICH RANKS VIOLENCE ON TELEVISION IS UNFAIR ... RIGHT NOW A COMICAL SLIP ON A BANANA PEEL COULD COUNT AGAINST A SHOW. NEWSWEEK CONTINUES:

VOICE: "MORE FUNDAMENTALLY, THE CAMPAIGN AGAINST VIOLENCE CARRIES WITH IT THE SEED OF CENSORSHIP. 'WHO ARE WE TO TELL THE NETWORKS WHAT TO DO?' SAYS ONE ADVERTISING EXECUTIVE. SOME PRODUCERS FEAR THAT ADVERTISERS WILL DICTATE PROGRAM CONTENT MORE THAN EVER BEFORE, WHILE SOME ADVERTISERS SAY THEY ARE AFRAID OF APPLYING ANY LEVERAGE AT ALL."

REPORTER: NEWSWEEK SAYS THAT IN THE END, THE VIEWERS WILL PROBABLY BE THE DECIDING FACTOR. IF LARGE NUMBERS TUNE OUT VIOLENT PROGRAMS AND AUDIENCE RATINGS DROP, THE NETWORKS WILL LOOK TO DIFFERENT KINDS ... LESS VIOLENT ... PROGRAMS TO LURE THE ADVERTISING DOLLARS.

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REPORTER: IN ITS CURRENT ISSUE, ROLLING STONE MAGAZINE REPORTS ON FOUR ROCK MUSICIANS WHO RECENTLY EMIGRATED TO THE U-S FROM THE SOVIET UNION. THE GROUP, CALLED SASHA AND YURI, AFTER ITS TWO LEADERS, MOVED TO SAN FRANCISCO WHERE THEY

REPORTER: HAVE BECOME A POPULAR ATTRACTION IN LOCAL CLUBS. WRITER
(CONT'D)

WILLIAM CARLSEN REPORTS:

VOICE: 'THE MEMBERS OF THE BAND FIRST HEARD THE BEATLES, (BOB) DYLAN AND THE ROLLING STONES ON RADIO LUXEMBOURG AND THE VOICE OF AMERICA. 'THE BEATLES BEGAN A WHOLE NEW LIFESTYLE FOR YOUNG PEOPLE IN RUSSIA,' SAID SASHA, WHOSE SHORT HAIR AND WEEK'S GROWTH OF BEARD REMINDED ONE OF THE MUTIONOUS SAILORS IN EISENSTEIN'S 'POTENKIN.' AT FIRST THE AUTHORITIES DID NOT UNDERSTAND IT,' HE SAID. 'THEY THOUGHT BOB DYLAN WAS PROGRESSIVE AND ANTICAPITALIST. THEY EVEN INVITED JOAN BAEZ TO THE POLISH MUSIC FESTIVAL BECAUSE SHE WAS CRITICAL OF THE WAR IN VIETNAM. BUT WHEN SHE STARTED TALKING ABOUT FREEDOM OF EXPRESSION, IT WAS ALL OVER.'"

REPORTER: BASS GUITARIST SASHA TOLD CARLSEN THAT POP CONCERTS WERE FREQUENTLY CANCELLED BY SOVIET AUTHORITIES UNLESS THEY WERE, (AS SASHA PUT IT,) "IDEOLOGICALLY CLEANED UP." ACCORDING TO THE MUSICIANS, WHEN THEY COMPLETED THEIR UNIVERSITY STUDIES, THE ONLY WORK THEY COULD FIND WAS IN STATE-APPROVED BANDS THAT PLAYED APPROVED MUSIC. LONG HAIR AND BEARDS WERE NOT ALLOWED, THEY CLAIMED, AND UNIFORMS WERE REQUIRED. REPORTER CARLSEN CONTINUES:

VOICE: "YURI, TWENTY-EIGHT YEARS OLD, WHO GAVE UP A CAREER AS AN ATTORNEY BECAUSE HE COULD EARN THREE TIMES AS MUCH IN THE 'OFFICIAL' BAND, MADE ENOUGH TO BUY A CAR, A LUXURY ITEM IN RUSSIA. 'IF YOU WORKED HARD, YOU COULD EARN UP TO ONE THOUSAND DOLLARS A MONTH, A GREAT DEAL OF MONEY IN RUSSIA,' SAID YURI WHO NOW WEARS HAIR DOWN TO HIS

VOICE:
(CONT'D)

SHOULDERS AND A BEARD TO HIS CHEST. STILL IT WAS A FRUSTRATING EXPERIENCE, SO YURI AND SASHA SPENT THEIR FREE TIME PLAYING ROCK AND ROLL ON THE UNDERGROUND CIRCUIT IN MOSCOW AND OTHER LARGE SOVIET CITIES. IN ORDER TO PLAY ROCK, SOMEONE WOULD RENT A PRIVATE HALL. 'SOMETIMES WE'D RENT A STUDENT CLUB FOR A LECTURE ON THE THIRD WORLD,' SAID SINGER VALERY SAIFUDINOV. 'THE SPEECH WOULD LAST FIFTEEN MINUTES AND THEN WE'D PLAY ROCK AND ROLL.'

REPORTER: BAND MEMBERS SAID FINDING THE ELECTRIC INSTRUMENTS NECESSARY FOR PLAYING ROCK MUSIC WAS VERY DIFFICULT IN THE SOVIET UNION SO THEY'D BUY POLISH EQUIPMENT OR BUILD THEIR OWN.

VOICE: "THE ONE THING WE COULDN'T MAKE, WAS THE PICKUP ON THE ELECTRIC GUITAR," EXPLAINED YAKOV ZBINOVICH, WHO EARNED AN ENGINEERING DEGREE ... BUT NOW PLAYS DRUMS WITH THE BAND. 'UNTIL ONE DAY SOMEONE DISCOVERED THAT THE PICKUP ON A TELEPHONE WORKED. AFTER THAT, SAID ZBINOVICH, FOR ABOUT TWO YEARS IN 1966 AND 1967, YOU COULD NEVER FIND A PUBLIC TELEPHONE IN MOSCOW THAT WORKED.' /

REPORTER: BAND MEMBERS TOLD REPORTER CARLSEN THAT WHENEVER THEY PLAYED IN THE SOVIET UNION, THEY FEARED THAT POLICE WOULD MAKE ARRESTS AND CONFISCATE INSTRUMENTS. AND, THEIR MUSIC, THEY SAY, REFLECTED THAT FEAR. NOW AT THE OLD WARDORF, A SMALL SAN FRANCISCO CLUB, THEIR MUSIC IS DIFFERENT OBSERVES CARLSEN:

VOICE: "THE ORIGINAL ROCK NUMBERS WERE RAW, SUNG WITH A FEROCITY AND EXUBERANCE REMINISCENT OF THE UNCONTROLLED, STAMPING BEAT OF FRENZIED COSSACK DANCERS. THE DARK TONAL

VOICE: QUALITIES OWE MUCH TO JETHRO TULL, WHO SASHA SAYS HAS
(CONT'D) INFLUENCED HIS MUSIC ... THE FINAL NUMBER OF THEIR ACT,
WHICH NEVER FAILS TO BRING THE AUDIENCE TO ITS FEET,
INVOLVES THEIR SINGING A VARIATION OF ONE OF ^{THE BEATLES'} TULL'S WELL-
KNOWN LYRICS, CHANGING THE LYRICS TO READ: 'OUT OF THE
U.S.S.R. YOU DON'T KNOW HOW LUCKY YOU ARE, BOYS ...'

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ANNCR: YOU'VE BEEN LISTENING TO FROM THE MAGAZINE RACK ... SUMMARIES
OF ARTICLES ON TIMELY TOPICS FROM MAGAZINES PUBLISHED IN
THE UNITED STATES. YOU HEARD TODAY: "A BUSINESS BRAND
OF PUBLIC INTEREST LAW" FROM BUSINESS WEEK; "ADVERTISING:
COOLING OFF THE TUBE," FROM NEWSWEEK AND "RUSSIAN ROCK SCALES
THE IRON CURTAIN," FROM ROLLING STONE. JOIN US AGAIN
NEXT _____ (AT THIS TIME) FOR MORE SELECTIONS ...
FROM THE MAGAZINE RACK. YOUR REPORTER WAS _____.

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WJL/PY/PBM